

EAP ASSOCIATION

EXCHANGE

SEPTEMBER 1992



VOL. 22 NO. 9

A Part of the Process

In the Motorola Book on Quality,
EAP plays a prominent role



Motorola's
Chairman
and CEO,
George Fisher,
with EAP staff
members
Paula Fox (l) and
Sheila Monaghan

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EDITOR'S COMMENT

Quality

QUALITY PROCESSES. Continuous Quality Improvement. Total Quality Management. American enterprises are firing up the furnaces to position themselves for competitive-ness in the 1990s through improved manufacture of products and delivery of services. The infusion of "Quality" in all aspects of business life is the fuel additive they're using to make it happen. But what *is* Quality and, more importantly for us, how does it apply to employee assistance programs?

EAP professionals received an indoctrination last fall during the Annual Conference in St. Louis, which had the theme "Restructuring for Quality." Quality guru J.M. Juran, who keynoted the opening session, took the honors.

This month's cover story describes the application of Quality at one company and its EAP. Sheila Monaghan and Paula Fox describe the Six Sigma Quality Initiative at Motorola and how the EAP jumped on the corporation's moving train. You'll see that it took some ingenuity to apply Six Sigma—designed essentially for manufacturing functions—to the EAP and its geographically dispersed staff.

IN OTHER COVERAGE, Phil Flench takes the esoteric and complex subject of workers' compensation, extracts the portions relevant to EAP work, dices it and dishes it out in palpable chunks. Read this article and you'll have a better understanding of the relationship between EAP and compensable, work-related disabilities.

for the CEAP exam. The committee is looking to complete the selection process quickly and begin training early in 1993. The deadline is imminent, so please respond as soon as possible!

A FINAL MENTION: EAPA's 21st Annual Conference, scheduled for October 30-November 3 in Atlanta, is right around the corner. For your convenience, the advance registration form is on page 7. Also, if you haven't made your travel and lodging plans yet, now's the time to get squared away! Consult the Advance Program, which you received in a separate mailing several weeks ago, for details. If you have any further questions, EAPA's convention staff of Ellen Miller and Jeanne Gates, who can be contacted at headquarters, will be glad to assist. We look forward to seeing you in Atlanta!

Rudy M. Yandrick

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TABLE OF CONTENTS

"The Employee Assistance Program is an essential function to Motorola employees and management. The application of the Six Sigma Quality process to EAP is an outstanding example of how sound, process-oriented thinking can be applied to significantly enhance the excellence of our Employee Assistance Program."

—George Fisher, Chairman and CEO, Motorola



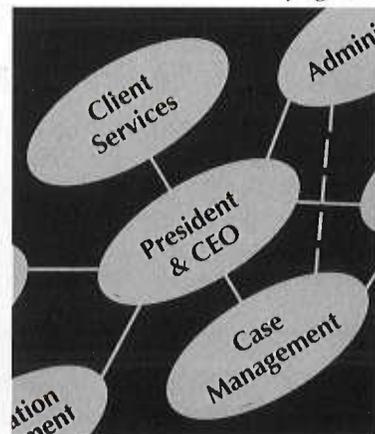
page 8



14 **Applying Quality Initiatives to EAP**
EAP utilizes Motorola's quality methodology to develop a structured Management Consultation Process

by Sheila Monaghan and Paula Fox

page 34



OTHER FEATURES

- 8** RFP for Trainers of EAPA Coursework is Issued!
- 21** *Public Policy*
DoL, DoE Make Changes in Anti-Drug Policy
- 24** *Stressed Out Over Workers Compensation?*
Does EAP have any role in the state workers' comp systems? What is a mental-mental case? mental-physical? Here's guidance on a complicated subject, by *Phil Flench*
- 34** *The Business Page*
Building an Integrated EAP-MBHC Program: Budget Planning and Staffing (3rd of eight parts), by Charla Parker and Rudy M. Yandrick

DEPARTMENTS

- 3** Editor's Comment
- 5** From the C.O.O.
- 6** Special Memorandums
- 12** Ethnic and Cultural Concerns
- 29** Regions and Chapters
- 32** Conferences and Workshops
- 32** Index of Advertisers

FROM THE C.O.O.

EAPA's Commitment to Quality

by Michael L. Benjamin
EAPA Chief Operating Officer

While attending the District IV meeting at the Tropicana in Las Vegas this spring, I came across a card in the hotel room with the this message: *Quality First: Customer Response Promise. If you need assistance, the "Customer Response Operator" will help. Housekeeping or Engineering will respond within 15 minutes.* So powerful was that message to me that this card now sits on my desk as a reminder of what Quality services should be to our EAPA membership.

Almost two years ago, John Maynard in his *Exchange* article on Quality ("The Q.A. Audit," October 1990, pp. 44-47) wrote, "Quality will be the next major focus of the EAP field...and the ability to demonstrate it will be the bottom line" for the EAP professional. That is, Quality is a critical component to any business or professional's service-delivery success. To illustrate this point, this month's cover feature focuses on how Motorola applies Quality initiatives to its EAP and how it impacts on customer satisfaction.

Industries and professions have unique pressures to deliver Quality products, irrespective of the surrounding environmental conditions. The EAP field is no exception. Whether it's an issue like complying with ERISA, creating a nexus with managed care, or dealing with state regulations and licensure, the field must be responsive to its constituency. At the same time, employee assistance programming must continue to advance to keep pace and deliver Quality services. In the delivery of EAP services, those who are successful understand that even though there are inherent pressures, the successful EAP professional makes an unwavering commitment to Quality and works to provide his/her clients with the highest level of service.

My visits to some 15 chapters have led me to the conclusion that there is tremendous concern for Quality ser-

vices and professionalism. As the owner of a midwest EAP firm said to me, "We feel a tremendous obligation to our families—who include the people who work for us and the community—to continue this business into the 21st century. As such, we offer various incentives (e.g. tuition refunds, sabbatical levels and community lectures) to staff who demonstrate qualities of loyalty, integrity, commitment and competency. This is an important part of our effort to retain the quality of people we have and to have them continue with us into the future."

The philosophy of this EAP encompasses the notion that the quality of products and/or services depends upon the quality of staff. The goal of EAP professionals, therefore, is to provide Quality services. By having a commit-

ment to services, EAP professionals will provide their clients with the service they expect at the cost they expect.

As I listened to David Osborne, coauthor of *Reinventing Government* and keynote speaker at this July's annual conference of the National Association of Counties, he made the case for Quality succinctly for government, but which could apply to the EAP field as well: "To be effective, you need to be lean, fast on your feet, responsive to customers, capable of adjusting to change, capable of innovating..." I would add one additional point to Mr. Osborne's discourse: EAP professionals must continue to build efforts around the mission of delivering Quality to the customers. Without a doubt, the bottom line for EAPs should be Quality and the ability to demonstrate it. 



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SPECIAL MEMORANDUMS

CORETTA KING TO SPEAK ON WOMEN'S ISSUES

At EAPA's Annual Conference in Atlanta, Coretta King, wife of the late civil rights leader Martin Luther King, will speak during the Women's Issues



Coretta King

Program. It will be held on Saturday, October 31 from 6:00-7:30 p.m. Ms. King has long been an advocate of social change in the U.S. More details will follow in next month's issue.

CONFERENCE DEADLINES!

The advance registration cut-off for EAPA's 21st Annual Conference on October 30-November 3 in Atlanta is **October 15th**. After that, registration will cost \$50 more. For your convenience, the registration form from the Advance Program is reprinted on the next page. Those of you who have not yet registered but plan to attend the Annual Conference are encouraged to complete the form (or a copy of it) and return it to EAPA Headquarters.

In an even more urgent matter, persons attending the 21st Annual Conference in Atlanta are reminded that the hotel registration cut-off date

is **September 18th!** After the 18th, rooms will be allotted according to space availability only! Please consult your Advance Program for further details.

DON'T FORGET TO VOTE BY ABSENTEE BALLOT

The presidential election in the United States will be held during the EAPA Annual Conference, scheduled from October 30-November 3. To obtain your absentee ballot, individuals must contact their city or county voter registration office and apply. (It's a brief process.) We are counting on your attendance at the conference, but hope you will also exercise your voting privilege. ☐

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ADVANCE REGISTRATION

Advance Only—Add \$50 After October 15, 1992

Return this completed form with proper registration fees to EPAA Housing/Registration Center, P.O. Box 26042, Akron, OH 44319-6042. Please type or print clearly and make check or money order payable to EPAA.

ALL REGISTRATIONS received prior to October 15, 1992 will be acknowledged.

NAME _____ CREDENTIALS (CEAP, etc) _____
COMPANY NAME _____
ADDRESS _____ EPAA Member ID# _____
CITY _____ STATE _____ ZIP _____
TELEPHONE () _____ NICKNAME FOR BADGE _____

REGISTRATION (Advance cut off date October 15th)

MEALS INCLUDED PLAN—SPECIAL PACKAGE

(This package includes Registration Fee, President's Luncheon, Olympic-Like Banquet, Awards Breakfast, Reception, Fun Aerobics, All Workshops, PDHs & Exhibits. Fun Run and CEU's are NOT included in the SPECIAL REGISTRATION PACKAGE and must be purchased separately.)

	Price	Amount
<input type="checkbox"/> MEMBER SPECIAL ADVANCE REGISTRATION PACKAGE	\$395.00	\$ _____
<input type="checkbox"/> NON-MEMBER SPECIAL ADVANCE REGISTRATION PACKAGE	445.00	_____

MEALS OPTIONAL PLAN

<input type="checkbox"/> MEMBER	\$335.00	\$ _____
<input type="checkbox"/> NON-MEMBER	385.00	_____
<input type="checkbox"/> STUDENT (ID/PROOF REQUIRED)	100.00	_____

(To qualify you must be an EPAA student member or full-time undergraduate student.)

MEAL FUNCTIONS

<input type="checkbox"/> PRESIDENT'S LUNCHEON, Sunday, November 1, 1992	\$35.00 ea.	\$ _____
<input type="checkbox"/> "OLYMPIC-LIKE" BANQUET, Monday, November 2, 1992	50.00 ea.	_____
<input type="checkbox"/> AWARDS BREAKFAST, Tuesday, November 3, 1992	25.00 ea.	_____

SPECIAL ACTIVITIES—Not included in the above plans

<input type="checkbox"/> PDHs AVAILABLE (no charge)	\$ 0.00	\$ N/C
(Please mark box if you are going to apply for PDHs.)		
<input type="checkbox"/> CONTINUING EDUCATION UNIT	20.00	_____
<input type="checkbox"/> ATLANTA FUN RUN/WALK	15.00	_____

(U.S. Funds Only) TOTAL \$ _____

PAYMENT METHOD: Select one CHECK CREDIT CARD PURCHASE ORDER

CREDIT CARD AUTHORIZATION: Check one VISA MasterCard American Express

Card # _____ Exp. Date _____

Cardholder Name: (Please Print) _____ Signature: _____

CANCELLATION/REFUND POLICY: ALL CANCELLATIONS MUST BE IN WRITING—Written requests postmarked prior to October 25, 1992 will be assessed a \$50.00 handling fee. **THERE WILL BE NO REFUNDS**, for any reason, after October 25, 1992. Substitutions are always welcome. REGISTRATION FORMS MUST BE SENT WITH FULL PAYMENT, PURCHASE ORDER OR COMPLETED CREDIT CARD INFORMATION, OTHERWISE THE FORM WILL BE RETURNED.

NOTE: ALL REGISTRATION FORMS POSTMARKED AFTER OCTOBER 15, 1992 WILL BE PROCESSED AT THE ON-SITE REGISTRATION DESK.

HOUSING (Cut off date September 18th)

HOUSING REGISTRATION—Housing reservations must be made by completing this form and must be received by the Housing Center no later than **September 18, 1992** to guarantee your room reservation.

Room Reservation Name _____ Arrival Date _____ Departure Date _____

Roommate Name _____ Arrival Date _____ Departure Date _____

Do you have a special housing request? Describe: _____

Do you have any disability or related needs? Yes No Describe: _____

PLEASE CHECK YOUR CHOICE

<input type="checkbox"/> Hyatt Regency Atlanta (Headquarters) _____ \$ 102/125	<input type="checkbox"/> Westin Peachtree _____ \$ 96/120
<input type="checkbox"/> 1 person, 1 bed	<input type="checkbox"/> 2 persons, 1 bed
	<input type="checkbox"/> 2 persons, 2 beds

Please, no checks as deposit for your hotel reservation. The EPAA Housing Center highly recommends the use of your credit card to guarantee your hotel reservation. Please note that one night's room charge will be billed to your card if you fail to arrive for your assigned housing at the confirmed date or if you depart a day early, unless you have cancelled your reservation with the hotel at least 72 hours in advance.

CREDIT CARD AUTHORIZATION: MasterCard VISA American Express

Card # _____ Exp. Date _____

Cardholder Name: (Please Print) _____ Signature: _____

Date Received _____ **OFFICE USE ONLY** By _____

Check # _____ Amount \$ _____ Total \$ _____ Date _____